WMUA 91.1 FM

The Student Radio Voice of the University of Massachusetts at Amherst

fall '95 program guide

The WMUA Staff in 1995

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sports

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Jeremy Hollister
visual media

professional staff

Glenn Siegel
advisor

Dan Ferreira
chief engineer

greetings

Hello and welcome to WMUA's Fall '95 programming! Those of yo already familiar with us know about our diverse blend of music and programs. For those of you not yet familiar with WMUA, we invite you to find out what we are all about. WMUA is a 1,000-watt student run radio station, broadcasting at 91.1FM.

WMUA exists for several reasons. We are committed to providing the Pioneer Valley with music and programs that normally would not be heard anywhere else. Tune your radio dial to 91.1FM and you'll hear programs such as **!Kita**, which focuses on Native-American music, **Body, Mind and Healing**, where guest experts discuss alternative medical practices, and **Rhythm is Rhythm**, which showcases the newest and best in dance music. Reggae returns this Fall with two new shows, and some old favorites such as **Dada-Vision** and **Now's The Time**, happily return to our airwaves.

Another of our important functions is to provide a place for both UMass students and others to learn all aspects of radio . That includes everything from learning how to be a DJ, to how to put together a newscast, to how to cover a sports event. With all our Departments (News, Sports, Publicity, Music, Underwriting, and others) there is plenty of room to get involved.

Our annual Telethon begins Saturday, October 28. It's through the generous support of listeners like you that WMUA has managed to secure the equipment and services that allow us to continue to provide some of the most unique programming anywhere. This never could have been possible without contributions from listeners like you. Please keep an ear out for our upcoming Telethon. and thank you for again voting WMUA Best College Radio Station in the Valley Advocate.

If you would like to find out how you can get involved with WMUA please stop by our office at 105 Campus Center, or call us at (413) 545-2876. We'd love to meet you and get you involved!

sincerely,
the WMUA staff
and members

the staff and listeners of WMUA 91,1 fm would like to thank the following underwriters for their generous support during 1995:

Amber Waves
Amherst Typewriter
Brandywine Realtors
The Boston Globe
The Bear Bookstore
Carribean Cravings
The Coffee Gallery
The Umass Daily Collegian
Downtown Sound
C.F.H.R.C.
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Modrian
Henion Bakery
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Mather Career Center
Main Street Records
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University Barbers
The Raw Carrot
North Amherst Motors Sound & Music
Spirit Haus Liquors
The Gallery
Dr. Maribeth A. Erb. Optometrist
Epigge
Dynamite Records
Copy Cat Printing
Radical Solutions

wmua 91.1fm
amherst, ma.

Why We're Here

Professional radio stations - both public and private- have turned to ever more sophisticated market analysis to determine the format and music that will "sell" best. Insulated from the concerns of a commercial environment, WMUA need not make programming desicions based on demographics, market research, sponsor demands and other non-musical factors.

WMUA sees itself as a repository and mouthpiece for musics, new and old, that rarely get heard on the radio. This attitude provides an opportunity to learn about, and share with our audience, the many authentic musics from various musical subcultures in the United States as well as the great musical cultures of the world. There is no need for us to duplicate the service that is found with such numbing redundancy throughout the radio dial. WMUA thus tend to focus onMusic made by lesser known artists, or those working in styles that are judged by expert radio marketeers to be of limited commercial value.

WMUA remains committed to programming music and public affairs that speak to the diverse University and Pioneer Vally community

WMUA station meetings will be held on alternating mondays in the campus center. the dates and room numbers are:

Sept. 18 in Rm 163
Oct.2 in Rm. 904
Oct 16 in Rm. 163
Oct 30 in Rm 163
Nov 13 in Rm 163
Nov 27 in Rm 163
Dec 11 in Rm163

University Barbers
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	monday	tuesday	wednesday	thursday	friday
SUNRISE ECLECTIC 6:00AM - 9:00AM	THE SUZANNE HAYES SHOW — suzanne hayes	OBLIVION EXPRESS — fern spierer	NOW'S THE TIME — judy o'brien	JUMPSTART — jemma lambert	COLORS — jose tolson
JAZZ 9:00AM - 12:00PM	MONDAY MORNING JAZZ — mark gardner	NOW & LATER JAZZ CAFE — jeremy hollister	JAZZ WORKSHOP — dave van iderstine, steve penhollow	JAZZ IN SILHOUETTE — glenn siegel	JAZZ NOT JAZZ — roger fega
WORLD 12:00PM - 2:30PM	!KITA — monique fordham	BUTTERFLY REEL — mary cusak	WORLD WAVES & BEYOND — elicia heller-san	VOICES OF THE THIRD WORLD — hussein ibish	SHAKTI — ruth malkin
BLUES 2:30PM - 5:00PM	KATIE'S RYTHM & BLUES REVUE — katie wright	SOUL PATROL — dave keating	PURE BLISS — jason bliss	BLUES & ROOTS — chris bleistein	BROW BONE BLUES — gary deane
WMUA NEWS DAILY FROM 5:00PM TO 5:30 PM					
PUBLIC AFFAIRS 5:30PM - 6:30PM	UNDERCURRENTS — michael holroyde	WOMEN'S FORUM — sharon murphy	BODY,MIND & HEALING — robert kracauer	SPORTSLINE — anthony guido, brian perillo	REPORTS IN COLOR — yusef lateef
ROCK 6:30PM - 9:00PM	NON-SEQUITUR THEATRE — peter lee	FIVE PIECE CHICKEN DINNER — dan ferris	DREAMLINE — kevin moriarty	I DON'T WANT THE WORLD, I JUST WANT YOUR HALF — mr. kwon	VENUS ENVY — kelly mullaly
URBAN CONTEMPORARY 9:00PM - 11:30PM	HIP HOP TO HOUSE — brian inocencio	CAPE VERDEAN — luis DaCosta	JAZZY MIX — ric townes	KNOCKOUT SOUNDS — kenley obas	REGGAE — aaron hiester
ROCK/ URBAN CONTEMPORARY 11:30PM - 2:00AM	TO BE — annouced	LATE NIGHT WITH — brad davidson	THE NEW ZOO REVUE — amy strube	BEATFREAKS — dj jhollist &dj scott	RYTHM IS RYTHM — dj axl
EARLY MORNING ECLECTIC 2:00AM - 4:30 AM	THE DUDEMAN SHOW — david walsh	THE PINK ROOM — peter paluska	POLLYWOG STEW — keith stebbene	SKAPOCALYPSE — mike toole	MY RECORD COLLECTION MORE OR LESS — sharon murphy

weekend specialty shows

saturday	sunday
6am POLKA BANDSTAND — mitch moskal, billy belina	6am GOSPEL — angela McCray
	9am RYTHMIC DEVOTION — andalib khelghati
12pm ECLECTIC GROOVE — rendall koski	12pm FOCUS — ken mosakowski
3pm MECCA IS WHERE YOU MAKE IT — mecca syrkett	1pm COUNTRY, BLUES, & BLUEGRASS
6pm CONCEPTO LATINO — sonny rivas, edward velazquez	6pm DADA-VISION — dana gentes
9pm BLACKSTONE'S TAVERN — lee blackstone	9pm ESPERANTO — max shea
12am REGGAE — ben robinson	12am TURNING JAPANESE — dan castellano

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Monday-Thursday: 9 am-8:30 pm; Friday: 9 am-5 pm

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